

ORDER



Orders
Order / Rev: 704810
Alt Order #: 06262905
Product Desc: DCCC
Estimate: 1500
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: Political

KXTV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	42	\$40,230.00	\$34,195.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$40,230.00	\$34,195.50	0.00
Totals	42	\$40,230.00	\$34,195.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	22%	\$40,230.00
Market	100%	\$182,863.64

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$45,715.91
KFTL	0%	\$0.00
KMAX	4%	\$7,314.55
KOVR	27%	\$49,373.18
KQCA	1%	\$1,828.64
KSPX	0%	\$0.00
KTXL	21%	\$38,401.36
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/11/12	09/17/12	The View	CM	10-11am	MTWTF--	:30	2	\$510.00	P-2	0.00	NM	2	\$1,020.00
The View															
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--			2			\$510.00		0.00			
E 2	KXTV	09/11/12	09/17/12		CM	1135p-1206xm	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Nightline														
Nightline														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$700.00		0.00			
E 3	KXTV	09/11/12	09/17/12	2-230p	CM	2-230p MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
Jeopardy 2														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II FTC: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$325.00		0.00			
E 4	KXTV	09/11/12	09/17/12	230-3p	CM	230-3p MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
Who Wants to be a Millionaire														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE MILLIONAIRE FTC: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$325.00		0.00			
E 5	KXTV	09/11/12	09/17/12	M-F 4-5p	CM	4p-5p MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
Ellen														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$650.00		0.00			
E 6	KXTV	09/11/12	09/17/12	5p News10	CM	5-530p MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
News10 @ 5p														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				3	\$850.00		0.00			
E 7	KXTV	09/11/12	09/17/12	M-F 5-6am	CM	5-6a MTWTF--	:30	2	\$135.00	P-1	0.00	NM	2	\$270.00
News10 Good Morning @ 5am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$135.00		0.00			
E 8	KXTV	09/11/12	09/17/12	ABC World News Tonight	CM	530-6p MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
ABC World News Tonight														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ABC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$1,000.00		0.00			
E 9	KXTV	09/11/12	09/17/12	6p News10	CM	6-630p MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
News10 @ 6pm														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				3	\$900.00		0.00			
E 10	KXTV	09/11/12	09/17/12	M-F 6-7am	CM	6-7a MTWTF--	:30	2	\$265.00	P-1	0.00	NM	2	\$530.00
News10 Good Morning @ 6am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$265.00		0.00			
E 11	KXTV	09/11/12	09/17/12	M-F 630-7p	CM	630-7p MTWTF--	:30	3	\$1,125.00	P-2	0.00	NM	3	\$3,375.00
Jeopardy														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				3	\$1,125.00		0.00			
E 12	KXTV	09/11/12	09/17/12	M-F 7-730p	CM	7-730p MTWTF--	:30	2	\$1,105.00	P-1	0.00	NM	2	\$2,210.00
Wheel														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$1,105.00		0.00			
E 13	KXTV	09/11/12	09/17/12	M-F 7-9am	CM	7-9a MTWTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
GMA 7-9am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	MTWTF--				2	\$225.00		0.00			
E 14	KXTV	09/11/12	09/17/12		CM	730-8p MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00

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KXTV

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M-F 730-8p														
Inside Edition														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	MTWTF--		2		\$900.00			0.00			
E 15	KXTV	09/15/12	09/15/12	Sat 7-8a	CM	7-8a-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
Good Morning America														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE SATURDAY GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-		1		\$175.00			0.00			
E 16	KXTV	09/13/12	09/13/12	Thu Prime C	CM	10-11p---T---	:30	2	\$4,000.00	NON	0.00	NM	2	\$8,000.00
Scandal														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE SCANDAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---		2		\$4,000.00			0.00			
E 17	KXTV	09/13/12	09/13/12	Thu Prime B	CM	9-10p---T---	:30	2	\$3,500.00	NON	0.00	NM	2	\$7,000.00
Greys Anatomy														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GREYS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---		2		\$3,500.00			0.00			
E 18	KXTV	09/11/12	09/17/12	News10 @ 11pm	CM	11-1135pMTWTFSS	:30	5	\$790.00	P-2	0.00	NM	5	\$3,950.00
News10 @ 11pm														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 @ 11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	MTWTFSS		5		\$790.00			0.00			
E 19	KXTV	09/15/12	09/15/12	Sat 1135p-1235a	CM	1135pm-1235xm-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Castle														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-		1		\$200.00			0.00			
												Totals	42	\$40,230.00